



TRIBE HUMMUS TO-GO PACKAGE

A unique product launched by Tribe Hummus consisting of a single portion of hummus and pita chips help consumers eat healthier on-the-go.



MESSAGE TARGET: COMPANIES LOOKING FOR ON-THE-GO SOLUTIONS FOR THEIR PRODUCT

CUSTOMER



CUSTOMER IMPACT

Tribe Hummus was looking for a new way to approach their new product: a smaller serving of hummus packaged with a bag of chips to make mobile snacking easy. Convenience packaging is important for on-the-go consumers, and Tribe was inspired to innovate in this space.

When it came to choosing packaging, Tribe wanted shelf presence as well as a natural fit for the lifestyle of the target market. This meant finding packaging that could easily nestle into a car's cup holder, a woman's purse or a backpack. Tribe also wanted to ensure that their product stood out on the shelf when shoppers walk by and make that "first moment of truth" decision.

The resulting innovative packaging solution allows for snacking in a wide range of situations -- from car to school to office and everything in-between. The product is portable and hassle-free, making it simple to eat and fun to try. With the pita chips contained in a bag at the bottom of the package, a thermoformed cup of hummus settles onto the bead of the can, making for a perfect fit. The finishing touches include a clear overcap and a tamper-evident band in colors that match the label's graphics for a cohesive design.

According to a Carnegie Mellon University study, "Not only do larger portions lead consumers to enjoy the foods they eat less, they also reduce how often people consume those foods."

This is due to a phenomenon called sensory-specific satiety, where each bite of food is enjoyed less than the previous bite. Limiting product portions to smaller sizes will help to control consumers' portion size as well as keeping consumers wanting more. Additionally, with 94% of the global population making a conscious attempt to eat healthily, Tribe strategically combined two mega-trends to satisfy this generation of snack-loving consumers.*

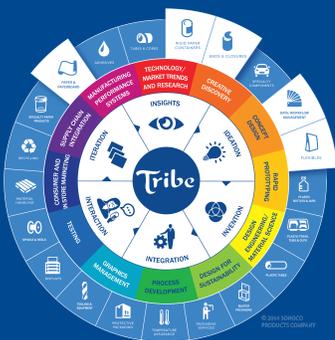
The sweet spot for innovative packaging must balance the need to grab the attention of consumers with providing a functional benefit that satisfies the target market. Sonoco was able to provide a compartmentalized can to Tribe that delivered shelf presence and excitement in the market for the offbeat combination of hummus and chips as one package.

Tribe's on-the-go product now allows for new product placement opportunities throughout their distribution channels. Tribe Hummus To-Go is sensible on the shelves alongside other products in the refrigerated snack section, the hummus section or even solo in a refrigerated vending machine. This flexibility strengthens the Tribe brand by popping up in unexpected locations and unconventional ways, pleasantly surprising consumers.

The speed to market of seven months from first contact to commercialization was only made possible by the collaboration of both Tribe and Sonoco. With Tribe communicating their line extension goals, Sonoco identified a solution that met or exceeded their requirements. Several Sonoco divisions -- including paper, ends and closures, flexibles and data workflow management -- rallied together to make this pace of innovation possible. Our unique i6 Innovation Process allowed us to act as consultants for Tribe and resulted in a product that was introduced quickly and that was the first of its kind in the market.



360° CUSTOMIZED SOLUTION



KEYWORDS: SPEED-TO-MARKET, SNACKING, SHELF PRESENCE, ON-THE-GO

*Information from Datamonitor International: Snack Product Innovation Update, March 2014

